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PATENT  
Attorney Docket No.: 026296-000310US

TOWNSEND and TOWNSEND and CREW LLP

By: Timothy S. Parker  
Timothy S. Parker

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

William M. Reller, et al.

Application No.: 10/694,643

Filed: October 27, 2003

For: SELECTING ADS FOR A WEB  
PAGE BASED ON KEYWORDS  
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Examiner: Colleen A. Hoar

Art Unit: 3622

SECOND SUPPLEMENTAL  
INFORMATION DISCLOSURE  
STATEMENT UNDER 37 CFR §1.97 and  
§1.98

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
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Sir:

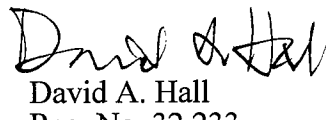
The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. A copy of reference AE in compliance with the requirements of 37 CFR §1.98(a)(2) is enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Also enclosed is a copy of an International Search Report dated October 27, 2008, which was issued in related PCT application no. PCT/US07/84865, and in which these references were cited.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

  
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